

Language as a Puppet of Politics: A Study of McCain's and Obama's Speech on Iraq War, a CDA Approach

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Abstract

On Tuesday, 4 November 2008 one of the most significant events of the world will happen: the presidential election of the U.S.¹ The 44th president of the U.S will enter the White House on 20th January 2009. This election is in fact a competition between two main parties: republican and democratic. This paper studies the speeches of the nominees of these two parties: John McCain and Barack Obama. We selected one of their speeches on a similar topic ("Iraq War") and incorporated their states in the framework of CDA introduced by Norman Fairclough. The results show that the two senators take two opposite strands on the same event. They use language as a means of promoting their own social, political, personal interests. Language is an effective means for power struggle.

Introduction

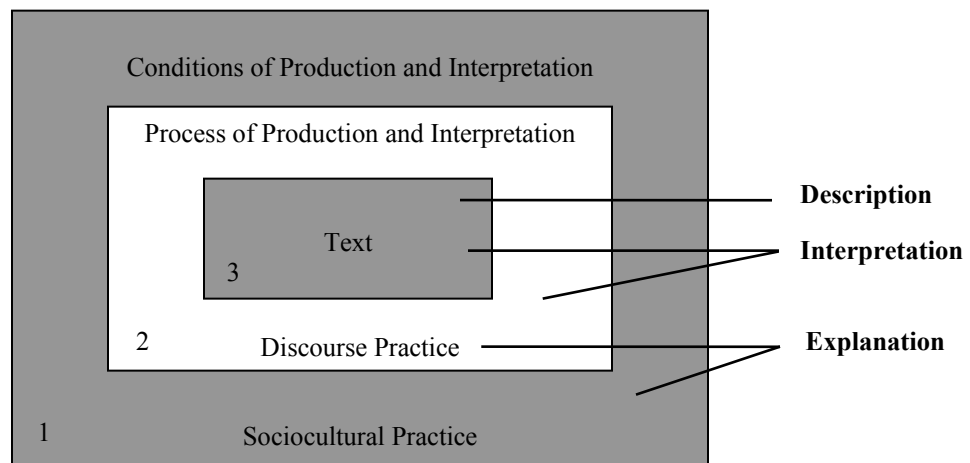
Similar to other approaches to discourse analysis, critical discourse analysis (CDA) studies real and often extended stances of social interaction that take a linguistic form. The critical approach is distinctive in its view of (a) the relationship between language and society and (b) the relationship between analysis and the practices analyzed. CDA sees discourse as a form of social practice. Wodak (2001: 340) writes

describing discourse as a social practice implies a dialectical relationship between a particular discursive event and the situations, institutions and social structures which frame it.

According to Janks (2001: 26), critical discourse analysis stems from a critical theory of language that sees the use of language as a form of social practice. This paper is a study of two speeches produced by two presidential candidates of the U.S. on Iraq war: John McCain, the republican nominee, and Barack Obama, the democratic nominee. The speeches represent their opinions about the Iraq war. This paper is a descriptive-analytic investigation and its theoretical framework is Fairclough's approach to CDA. The nominees' speeches are analyzed based on this approach.

¹ This paper was written before the U.S. presidential election.

Fairclough's model (1989, 1995) for CDA consists of three interacted processes of analyses that are tied to three interrelated dimensions of discourse. These three dimensions are: (1) the object of analysis (including verbal, visual or verbal and visual texts); (2) the processes by which the object is produced and received (writing/ speaking/ designing and reading/ listening/ viewing) by human subjects; and (3) the socio-historical conditions that govern these processes. According to Fairclough each of these intentions requires a different kind of analysis: (1) text analysis (description); (2) processing analysis (interpretation); (3) social analysis (explanation). This approach enables the analyst to focus on the signifiers that make up the text, the specific linguistic selections, their juxtaposition, and sequencing their layout (Janks 2001: 27). The reason why we have selected Fairlough's approach to CDA is that it provides multiple points of analysis entry. It does not matter which kind of analysis one begins with, as long as they are all included and are shown to be mutually explanatory. It is in the interconnections that the analyst finds interesting patterns and disjunctions that need to be described, interpreted and explained.



**Figure 1- Faiclough's Model for CDA
Adapted from Hilary Janks (2002:27)**

Data

We have selected around forty lines from the full text of the speeches of each candidate. The first set of data is that of McCain and the second is Obama's (the ordering only reflects alphabetical considerations). It should be mentioned that we studied the full texts of the two speeches and believe that the selected samples are representative (i.e., reflect the overall spirit) of the full texts.

John McCain



John Sidney McCain III (born August 29, 1936) is the senior United States Senator from Arizona and presumptive presidential nominee of the Republican Party in the 2008 presidential election.

McCain's Speech on Iraq War

1 "Thank you. I want to talk today about the national security challenge of our time, the war which
2 radical Islamist extremists have been waging against us for the better part of three decades, and in
3 which Iraq, according to the commander of our forces there, General Petraeus and our enemies, is a
4 central front. My father's generation successfully fought the Second World War. Succeeding American
5 generations successfully fought the Cold War. And, my friends, we will successfully defend ourselves
6 against this new and very dangerous threat. But as we have done in the past, we must not take counsel
7 of our fears, nor avert our eyes from the imminence and complexity of the threat, nor let our will
8 weaken because of the sacrifices we have already made and the false assumptions and tactical mistakes
9 we have made in Iraq and in the wider struggle against enemies who are as determined to harm us as
10 we must be to defeat them.

11 "Last week I was in Iraq, and I saw there the connection between our efforts to combat al Qaeda
12 and the broader War on Terror. The final reinforcements needed to implement General Petraeus' new
13 counterinsurgency strategy arrived several weeks ago, and they are aggressively taking the fight to al
14 Qaeda. The U.S. military, in cooperation with Iraqi security forces, have made dramatic advances in
15 Anbar Province, a region that last year was widely believed to be lost to al Qaeda. After an offensive
16 by U.S. and Iraqi troops cleaned al Qaeda fighters out of Ramadi and other areas of western Anbar,
17 the province's tribal sheikhs broke formally with the terrorists and joined the coalition side. The
18 military is attempting to replicate this success in other parts of Iraq, including the areas south of
19 Baghdad that have served as havens for al Qaeda and other insurgents. All U.S. soldiers in the southern
20 Baghdad belts are now "living forward," and commanders report that the local sheikhs are increasingly
21 siding with the coalition against al Qaeda.

22 "In Baghdad, the military, in cooperation with Iraqi security forces, continues to establish joint
23 security stations and deploy throughout the city in order to get violence under control. These efforts
24 have produced positive results: sectarian violence has fallen since January, the total number of car
25 bombings and suicide attacks declined in May and June, and the number of locals coming forward with
26 intelligence tips has risen. Make no mistake violence in Baghdad remains at unacceptably high levels,
27 suicide bombers and other threats pose formidable challenges, and other difficulties abound.
28 Nevertheless, there appears to be overall movement in the right direction.

29 "North of Baghdad, Iraqi and American troops have surged into Diyala Province and are fighting to
30 deny al Qaeda sanctuary in the city of Baqubah. For the first time since the war began, Americans
31 showed up in force and did not quickly withdraw from the area. In response, locals have formed a new
32 alliance with the coalition to counter al Qaeda. Diyala, which was the center of Abu Musab al-
33 Zarqawi's proposed "Islamic caliphate," finally has a chance to turn aside the forces of extremism.

34 "I note these items not to present a rosy scenario, but rather to illustrate the role Iraq plays in the
35 wider effort to combat al Qaeda and other terrorist elements. Now that the military effort in Iraq is
36 showing some signs of progress, the space is opening for political progress. Yet rather than seizing the

37 opportunity, the government of Prime Minister Maliki is not functioning as it must. We see little
38 evidence of reconciliation and little progress toward meeting the benchmarks laid out by the President.
39 The Iraqi government can function; the question is whether it will. If there is to be hope of a
40 sustainable end to the violence that so plagues that country, Iraqi political leaders must seize this
41 opportunity. It will not come around again.

42
43 Source: Internet

Barack Obama



Barack Hussein Obama II (born August 4, 1961) is the United States Senator from Illinois and presumptive presidential nominee of the Democratic Party in the 2008 presidential election.

Obama's Speech on Iraq War

1 "Just before America's entry into World War I, President Woodrow Wilson addressed Congress: "It is
2 a fearful thing to lead this great peaceful people into war," he said. "...But the right is more precious
3 than peace." Wilson's words captured two awesome responsibilities that test any Commander-in-Chief
4 – to never hesitate to defend America, but to never go to war unless you must. War is sometimes
5 necessary, but it has grave consequences, and the judgment to go to war can never be undone.

6 Five years ago today, President George W. Bush addressed the nation. Bombs had started to rain
7 down on Baghdad. War was necessary, the President said, because the United States could not, "live at
8 the mercy of an outlaw regime that threatens the peace with weapons of mass murder." Recalling the
9 pain of 9/11, he said the price of inaction in Iraq was to meet the threat with "armies of fire fighters
10 and police and doctors on the streets of our cities."

11 At the time the President uttered those words, there was no hard evidence that Iraq had those
12 stockpiles of weapons of mass destruction. There was not any evidence that Iraq was responsible for
13 the attacks of September 11, or that Iraq had operational ties to the al Qaeda terrorists who carried
14 them out. By launching a war based on faulty premises and bad intelligence, President Bush failed
15 Wilson's test. So did Congress when it voted to give him the authority to wage war.

16 Five years have gone by since that fateful decision. This war has now lasted longer than World War I,
17 World War II, or the Civil War. Nearly four thousand Americans have given their lives. Thousands
18 more have been wounded. Even under the best case scenarios, this war will cost American taxpayers
19 well over a trillion dollars. And where are we for all of this sacrifice? We are less safe and less able to

20 shape events abroad. We are divided at home, and our alliances around the world have been strained.
21 The threats of a new century have roiled the waters of peace and stability, and yet America remains
22 anchored in Iraq.

23 History will catalog the reasons why we waged a war that didn't need to be fought, but two stand
24 out. In 2001, when the fateful decisions about Iraq were made, there was a President for whom
25 ideology overrode pragmatism, and there were too many politicians in Washington who spent too little
26 time reading the intelligence reports, and too much time reading public opinion. The lesson of Iraq is
27 that when we are making decisions about matters as grave as war, we need a policy rooted in reason
28 and facts, not ideology and politics.

29 Now we are debating who should be our next Commander in Chief. And I am running for President
30 because it's time to turn the page on a failed ideology and a fundamentally flawed political strategy, so
31 that I can make pragmatic judgments to keep our country safe. That's what I did when I stood up and
32 opposed this war from the start, and said that we needed to finish the fight against al Qaeda. And that's
33 what I'll do as President of the United States.

34 Senator Clinton says that she and Senator McCain have passed a "Commander in Chief test" – not
35 because of the judgments they've made, but because of the years they've spent in Washington. She
36 made a similar argument when she said her vote for war was based on her experience at both ends of
37 Pennsylvania Avenue. But here is the stark reality: there is a security gap in this country – a gap
38 between the rhetoric of those who claim to be tough on national security, and the reality of growing
39 insecurity caused by their decisions. A gap between Washington experience, and the wisdom of
40 Washington's judgments. A gap between the rhetoric of those who tout their support for our troops,
41 and the overburdened state of our military.

Source: Internet

Description: Text Analysis

According to Fairclough, CDA has three interrelated levels: descriptive, interpretive and explanatory. In the first level a text is analyzed based on the visual and verbal signs. In order to unpack a text at this level, Fairclough divides the descriptive dimension into three sub-parts, each part with some sub-questions:

Vocabulary

- 1- What experiential values do words have?
- 2- What relational values do words have?
 - 2-1- *Are there euphemistic expressions?*
 - 2-2- *Are there markedly formal or informal words?*
- 3- What expressive values do words have?
- 4- What metaphors are used?

Grammar

- 5- What experiential value do grammatical features have?
 - 5-1- *What types of process and participant predominate?*
 - 5-2- *Are sentences active or passive?*
 - 5-3- *Are sentences positive or negative?*
- 6- What relational values do grammatical features have?
 - 6-1- *What modes are used?*
 - 6-3- *Are the pronouns we and you used, and if so, how?*
- 7- What expressive values do grammatical features have?
- 8- How are simple sentences linked together?
 - 8-1- *What logical connectors are used?*
 - 8-2- *Are complex sentences characterized by coordination or subordination?*

Text Structures

- 9- What interactional conventions are used?
- 10- What large-scale structure does the text have?

These questions are used for text analysis (description level). In unpacking a text it is important to remember that it is impossible to read meaning directly off the verbal and visual textual signs. By that we mean the visual and formal characteristics are highly related to the level of meaning or conceptualization. This is well illustrated in the speech samples. In the following parts of the paper we will answer some of these questions in order to clarify our discussion.

Interpretation: Processing Analysis

On the basis of interpretation, Fairclough mentions two dimensions of utterance. First, **surface of utterance**, which studies the processes by which interpreters convert strings of sounds or marks on paper into recognizable words, phrases and sentences. Second, **meaning of utterance**, which assigns meaning to the constituent parts of an utterance that may correspond to sentences or to semantic propositions. The third level of interpretation discusses **local coherence** of the text, which establishes meaning connections between utterances, therefore, producing coherent interpretations of pairs and sequences of them. This level in fact focuses on the connective values of formal features of text. Fairclough states “it has a partially ‘*internal*’ character compared with the others, in that it is a matter of the values formal features have in connecting together parts of text” [Italic Original] (2001: 108). Cohesion in text can either involve vocabulary links between sentences-repetition of words or use of relative words. It can also involve connectors that mark various temporal, spatial and logical relationships between sentences. It can also involve reference, i.e., words that refer back or forward to an earlier or later sentence. With regard to this point, Fairclough discusses two other questions:

a) What logical connectors are used?

One main point related to the ways connecting (simple) sentences in these two speeches is that the vast numbers of sentences are short which are connected to the other short sentences by current logical connectors. The connector “*and*”, “*but*”, “*because*”, “*neither... nor*” in both speeches is frequently used by the speakers (see lines 1, 2, 5, 6, 7, 8, etc. in McCain's speech and lines 2, 4, 5, 9, etc. in Obama's speech). But in the most parts of the two texts the connection

between sentences is the result of the juxtaposition of different sentences. This feature is overtly seen in Obama's speech. Whereas he utilizes simple short sentences individually (and the connection between them is drawn from juxtaposition, or intonational devices such as pause), McCain connects the simple short sentences by logical connectors (see his first paragraph).

b) Are complex sentences characterized by coordination or subordination?

As we mentioned in the last section, the number of complex sentences is low and on the contrary the role of transferring information is on the shoulder of simple sentences. However, in both texts we see some complex sentences in which the main clause and subordinate clause are connected by the help of subordinators—*that, who, whom, what, etc.* It appears a natural phenomenon for speaker whose aim is giving a lecture understandable for people from different classes of society to use simple short sentences rather than long complex sentences to be decoded in their mind difficultly. Coherence itself is divided into global and local coherence. By global coherence we mean that kinds of relations which tie together different parts of the whole text while local coherence reveals relations within a particular part of a text.

The last level is **text structure and point**. In this level the interpreter studies how a whole text hangs together (global coherence). By point, Fairclough means a summary interpretation of the text which interpreters arrive at (we will represent a summary of two texts in section 6 of the present article). Point is in fact what tends to be stored in long-term memory so as to be available for recall. Shortly speaking, point of a text is its overall topic. From another perspective on interpretation, the interpreter must challenge four other questions related to situational context and discourse type:

1- What's going on?

This sub part in fact investigates the “*contents*” of the text. This question is subdivided into activity, topic and purpose. Activity is the most general and identifies a situation in terms of one of a set of activity types. In this article, the **activity** of the nominees is a kind of *propagandistic activity*. They are both propagandizing themselves and in a broader sense their parties. Schema which involves the activity part of the contents of a text is a mental representation of the large-scale textual structure. The texts in our study are the first 40 lines of the full text of speech produced by Obama and McCain. As the topic shows the texts are about the speaker's perspectives on Iraq war. Our case studies are the representation of a propagandizing activity in which two nominees are revealing their thought. It is a representation of a particular type of activity in terms of predictable elements in a predictable sequence (Fairclough 2001: 132).

Topic is what the text is about. As we mentioned in different parts of the present paper, the nominees are giving lectures on the *Iraq war*, they give their opinions about this war and its reasons and results. Activity types are also associated with particular purpose. Topic, from another viewpoint represents the frame of a text. Frames represent the entities that populate the natural and social world. It is a representation of whatever can figure as a topic, or subject matter or referent within an activity (ibid). The **purpose** of both McCain and Obama can be summarized in one single phrase: “*to win the election.*” In the world of politics, two politicians are competing with each other, they critic each other and also the rival party in order to display a positive face to people for the purpose of gaining much more votes.

2. *who's involved*

By this question, we study the “*subject*.” This question itself relates to some other issues. Firstly, one of its dimensions derives from the activity type. In this case, we deal with a speech; speeches have one place for the lecturer. Secondly, the institution ascribes social identities to the subjects who function within it. In our examples, in each case, there is a politician, a nominee, who tries to win the future presidential election of the U.S. Thirdly, in different situations there are different speaking and listening positions. In this paper we have *speaker* and *addressee* roles. Here, there is no role alternating between them. Our speakers are static without changing their role with the addressees.

3) *In what relation?*

Here, we deal with “*relations*.” When we talk about relations, we should look at subject positions more dynamically: what relationships of power, social distance and so forth are set up in the situation? Both Obama and McCain, from the view of a social ranking classification, are high. They are politically powerful and are supported by two main political parties of the U.S. About the social distance between them and their addressees, we think there is no exact answer. Their addressees are from different classes of society. There are people whose power and social position are lower, equal or even higher than the speakers.

The above two questions (2 and 3) can be captured under the notion of script: script represents the subjects who are involved in these activities, and their relationships (ibid). Thus, according to Fairclough (2001: 132) we deal with a table as follows:

<i>Schema</i>	<i>Contents: activity</i>
<i>Frame</i>	<i>Contents: activity</i>
<i>Script</i>	<i>Subjects/relations</i>

4) *What's the role of language?*

“*Connections*” are studied under this question. Language is being used in an instrumental way as a part of a wider institutional and bureaucratic objective. It is used to transfer the information. In this sense and regarding our examples we deal with the genre of speech and its channel is spoken.

Explanation: Social Analysis

Reproduction connects the stages of interpretation and explanation, because whereas the former is concerned with how MR¹ are drawn upon in processing discourse, the latter is concerned with the social constitution and change of MR, including of course their reproduction in discourse practice. The objective of the stage of explanation is to portray a discourse as part of a social process, as a social practice, showing how it is determined by social structures, and what reproduction effects discourses can cumulatively have on those structures, sustaining them. These social determinations and effects are ‘mediated’ by MR: that is social structures shape MR, which

¹In this paper MR sits in the place of members' resource. Interpretation is generated through a combination of what is in the text and what is in the interpreter, in the sense of the members' resource.

in turn shape discourses; and discourses sustain or change MR which in turn sustain or change structures.

Therefore, explanation is a matter of seeing a discourse as part of processes of social struggle, within a matrix of relations of power. We can think of explanation as having two dimensions, depending on whether the emphasis is upon process or structure—upon processes of struggle or upon relations of power (these two dimensions are what we will focus on in this section). On the one hand, we can see discourses as parts of social struggles, and contextualize in terms of these broader (non-discoursal) struggles on structures. This puts the emphasis on the social determination of discourse and on the past (Fairclough, 2001: 136). On the other hand, we can show what power relationships determine discourses; these relationships are themselves the outcome of struggles, and are established (and, ideally, naturalized) by those with power (ibid).

The American society is in a period of change or transformational period in its political frame. Today, the atmosphere of politics in the U.S. is competitive. The two presidential nominees or broadly speaking, two main political parties of the U.S. are trying to win the election and gain the political, social, economical and “universal” power for the following four years. In this level of analysis, we are often looking at the same features from different perspectives. It should be noticed that the texts we have studied in this article are official lectures about the topic, “war in Iraq,” which has caused politicians, and even usual people with different camera angles to speak about.

Their lectures can be seen firstly in situational terms as showing two different positions, “supportive” by McCain and “oppositional” by Obama. These two far apart positions are highlighted through the language they use: Obama's speech words from the perspective of a politician who is oppositional toward the war in Iraq, whereas McCain's wording favors the war against Iraqi. This fact is illustrated by the vocabulary items utilized by two candidates: for instance *faulty premises*, *failed ideology*, *flawed political strategy*, *failed*, *strained* belong respectively to left ideological framework whereas the existence of words such as *connection*, *cooperation*, *positive results*, *advances*, *replicate success*, rereads a right ideology toward the framework. Obama's speech is in fact a list of reasons to object war in Iraq. In his speech by using negative expressions he condemns the war (*no hard evidence not any evidence ...* see lines 11 and 12). By using the words *pragmatism* (line 24) and *pragmatic judgment* (line 30), Obama in fact mentions that the strategy of attacking Iraq is not rooted in the facts. On the contrary to McCain who repeats the word “*al Qaeda*” again and again in his speech to show it as a threat for the U.S. Obama clearly states “*we needed to finish the fight against al Qaeda*” (line 31). Therefore, the study of two speeches classifies two different ideological schemes; these differences represent the world coded in the vocabulary used by Obama and McCain. On the opposite side of Obama, McCain counts the reasons to support the war. He says “*sectarian violence has fallen since January the total number of car bombing and suicide attacks decode ...*” (line 22).

Fairclough continues that in terms of effects, a discourse may represent its own social determinants and the MR with virtually no change. In this case the producer is in a **normative** relation to MR: this relation is associated with situations. But, on the contrary if a discourse brings about greater or lesser degree of contribution, in this way the producer is in a **creative** relation to MR. This is the characteristic of a situation which are problematic. The choice between these two depends on the nature of the situation. As we mentioned before the situation and the current atmosphere of the American society is electoral and therefore competitive. The ideas uttered by each party cause some reaction in the rival party and public thought. Even we sometimes see that such a kind of states triggers some rebellious behaviors in different parts of a country by the supporters of the opposite party. This fact evinces that the nature of situation and also political relations are problematic; thus both discourses in this article are in a creative

relation to the MR. In this way we can claim that Obama and McCain are in a creative relation to MR. It can also be seen in institutional and societal terms as one of the features which show a tendency for Obama to be as opposing player and for McCain as supporting player in the interaction.

Discussion

CDA is not only the study of the structures of language and text but is the study of people, institutions and organizations. The main premise in this approach is that the relation between form and content is not arbitrary; this relation is recognized by cultural, social and political constraints. McCain and Obama, the two nominees of the future presidential election of the U.S. are from two different parties. The first is from Republican Party and the next from Democratic Party. Each one has been selected as the nominee of his party after a rival with other candidates within their own party. We know that the current Republican president of the U.S, George W. Bush, attacks Iraq on March 19th, 2003 after the event happened on September 11, 2001 as a response to whom Bush called Islamic extremists, and defeating a regime that was claimed to threaten the peace with weapons of mass murder. Both McCain and Obama are in a competition with the same goal. Each one wants to win the election and to enter the White House, the center of power in the U.S. The study of their speeches shows that while McCain is asserting the war against Iraq, Obama is condemning this war. These two different perspectives can be drawn from line by line of their speeches. Let us have another look at the texts.

McCain begins his speech by attacking Muslims and those whom he called "*radical Islamic extremists*." By referring to the wars in the past and considering them as successes in the history of the U.S. McCain calls the defeating of the enemies as a necessity. In the second paragraph, he points to his travel to Iraq in the week before. He speaks about what he really takes as success, he points to the connections and alliances between American troops and Iraqi security forces. He considers the U.S military actions in Anbar province *dramatic advances* and says "*the military is attempting to replicate this success in other parts of Iraq*." The important point in this paragraph is McCain's insistence on Muslim's threat, his repetition of the word "*al Qaeda*" (6 times in one single paragraph) somehow reveals this thought.

On the other side, Obama who starts his speech by reminding president Wilson's lecture addressed to the congress during World War I, explicitly imagines President Bush, the starter of the war, as a person who failed Wilson's test and naturally failed the war. In the second paragraph, he talks about Bush's action about Iraq and immediately in the next paragraph condemns Bush because of the lack of hard evidence to consider Iraq guilty. He knows the war as an action which is based on faulty premises and intelligence. In the third paragraph, McCain is still listing the successes in Iraq. Even he counts these successes under the title of "*positive results*." In the same paragraph of Obama's speech, he is on the contrary, counting the disadvantages of the war. He points to the large number of sacrifices and wounded persons given their lives in Iraq and also to the high cost of war.

In the last two paragraphs, McCain again praises the results and progresses gained by American troops in Iraq (he repeats "*al- Qaeda*" three times in these two paragraphs). He calls his goal of mentioning these items just as illustrating the role of Iraq in combating "*al-Qaeda*" and other terrorists. He also objects to Iraqi government and believes that its political leaders must seize what he calls opportunity.

Obama in the last two paragraphs roughly objects to the policy and principles of the war and condemns the American political leaders to begin the war without exact reasons and facts. He explicitly points that the U.S started the war that was not necessary. Obama's last paragraph asserts the finishing of the failed ideology and political strategy of war. He says about his

oppositional position about the war from the start, and interestingly talks about the finishing of the fight against “*al-Qaeda*” (recall McCain's position to *al Qaeda*). Finally, Obama calls the reality of the war a “gap”: a gap between Washington experience and the wisdom of Washington judgement, a gap between the claimants of security and the reality of insecurity caused by the same claimants.

All in all, the study of the opinions, viewpoints and rhetoric of these two nominees reveals two explicitly distinct positions toward the Iraq war. While McCain can be considered as one of the supporters of the war, Obama can be called as one of the opponents of the Iraq war. These two different viewpoints or generally speaking strategies are recognized from the language utilized by the nominees. The literature used by them shows two far perspectives on the same topic by two rivals of the presidential election.

But why? What is the reason of existence of these two distinct positions to the same topic? Why do these two politicians have such different views? What do they want to say through the channel of language? Although, the results of the war are the same, what happened to the Iraqi people and the insecurity imposed to the Iraqi society and the people in the Middle East are transparent and clear to all, they both consider two diverse positions. We think that the answer sits in the recent history of America and the interests of the nominees. Whereas McCain belongs to the same party that begins the war, Obama belongs to the party which was against the war from the beginning. So, it's natural that McCain's party spirit makes him support his party's action at least in order to gain its member's supporting, the case is vice versa for Obama. Obama has started his electoral competition by the motto “*change*.” In his propaganda, he always promises the Americans to bring “change” to the American society. He believes that “changes” in different aspects of society, economical, political, social and cultural dimensions will enter the U.S if he is elected as the 44th president of the U.S. He promised the American nation to bring “changes” to the internal and external politics of the U.S. With no doubt such a kind of oppositional position is the result of some dissatisfaction with the current politics of the U.S.

It shows that language is used not only to represent the superficial aspects of thought and the relation of language to power and ideology but to crystallize the deep layers of human's mind and aims. Their speeches are the reflection of what they really looking for in the world of politics.

Conclusion

In this paper, we studied the speeches of two nominees of the U.S. presidential election in the framework of critical discourse analysis (CDA). Their speeches are about the Iraq war. The study of two texts evinced that the producers of the texts are too far from each other in representing and analyzing the same event. The investigation of the speeches clearly showed that the two candidates are exactly in two distinct poles of continuum. Although, the topic of their speech is the same, its reasons and results for both American and Iraqi politicians and mass people are the same, McCain and Obama reflect two extremely different viewpoints through the channel of language. This fact reveals that multiple personal and impersonal motivations such as materialistic and spiritual interests, social position, power relations and situational position trigger the production of the text. It seems that the descriptions, interpretation, explanation and analysis of multiple texts with the same topic can be extremely diverse based on the speaker's/writer's thought, point of view, political, social and ideological stimulus.

In this study, the two rivals of presidential election try to win the election and gain political power. We all know the tragic consequences of the war for Iraq, as well as American loss of life and money. However, McCain praises this event but Obama condemns it completely. The authors believe that these two differing thoughts rooted from two oppositional ideologies and

views: while Obama is from the rival party which is against the war, McCain belongs to the starters of the Iraq war. Therefore, the two nominees propagandize their parties regardless of the effects of war. This fact is done through the language. On the basis of this fact it can be claimed that language is in the hands of the lords of power who utilize it according to their own taste. One of the ways that the lords of power and politics use to represent their mind is language, in this way language is in fact a puppet which is used by the lords of society.

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